

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of :  
KAY, et al. : Art Unit: 2618  
Serial No: 09/704,796 :  
Filed: November 3, 2000 : Examiner: C. Chow  
For: TELEVISION COMMERCE SYSTEM WITH PROGRAM IDENTIFIERS

**SUBMISSION POWER OF ATTORNEY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

May 7, 2007

Sir:

This filing is made pursuant to a discussion with Mr. Tony Uranga of the PAIR Office at the United States Patent and Trademark Association (USPTO).

A Power of Attorney (POA) was previously filed in the above referenced application at the time of filing the application.

This POA was valid at the time of submission and remains valid today, as memorialized in Public PAIR. However, the PALM database system is not recognizing the POA filed in this application. For this reason, we are unable to associate the above referenced application with the Customer Number for the undersigned (Customer No. 70432), as well as to update the correspondence address (in order to receive notifications via email as part of USPTO E-Office Action Pilot Program, street address will remain the same).

The POA previously filed in the above referenced application on November 3, 2000 is re-submitted herewith.

Please correct the error in the PALM system so that the attached POA is recognized in PAIR.

Should there be any questions, please feel free to contact the undersigned regarding this filing.

Respectfully submitted,  
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Attachments